

Abstract of the Disclosure

A commerce out-sourcing center generates a CM broadcast and CM information relating to the CM broadcast according to commerce information at a request from a merchandise producer or a service provider, and requests a broadcasting station to broadcast the CM broadcast and CM information. A client receives the CM broadcast from the broadcasting station by the broadcast reception terminal device, and selects merchandise or a service to be purchased from the CM information relating to the CM broadcast. At this time, the information about the merchandise, etc., the CM broadcast designation information indicating through which CM broadcast the client purchases the merchandise or the service, etc., the information about the client, etc. are transmitted as commerce information from a broadcast reception terminal device to the computer of the commerce out-sourcing center through a portable terminal device and a terminal device of a retail shop.